



LaunchDarkly Increases Forecasting Confidence, Optimizes Revenue Operations, and Drives Growth with Aviso

Aviso AI has been partnering with LaunchDarkly since 2020.



The Summary

As a rapidly growing startup, LaunchDarkly was looking for a platform that could streamline the input, review, and reporting of its forecasting process as well as optimize deal management and sales engagement. They chose Aviso over other single-function tools due to Aviso's unique time-series AI platform which enabled highly accurate forecasting, actionable insights for decision making, and better GTM team interlock.

LaunchDarkly

Founded in 2014, LaunchDarkly is a leader in feature management and the first scalable feature management platform



Challenges Faced

- 01 Manual effort of data entry into Salesforce
- 02 Lack of confidence in Excel forecasting
- 03 Adhoc deal reviews and management
- 04 Inconsistent adoption of MEDDPICC
- 05 Lack of conversation insights on sales calls and prospecting activities



Solutions Provided

- 01 Predictive forecasting and dashboards
- 02 Pipeline analytics and deal insights
- 03 AI 'Winscore' and opportunity owner insights
- 04 Conversational intelligence, call recording bot
- 05 Activity & relationship intelligence
- 06 Purpose-built deal and coaching rooms



Key Users

- C-Level Leadership
- Sales Managers
- Revenue Operations
- Field Reps
- Virtual Sales Reps



Benefits For LaunchDarkly

- ✓ Reps save several hours per week with automated CRM data entry and get 98%+ forecast accuracy.
- ✓ Reps get nudges with guided actions on which deals to dig deeper into and which ones to drop.
- ✓ Reps gain additional customer-facing time by quickly updating the next steps within Aviso and updating all deals, which was not possible using just Salesforce.
- ✓ Sales managers get complete visibility of what is pushed out and why, what is pulled forward, and where the risks are.
- ✓ Executive leadership gets 360 degree visibility to connect and optimize actual team behaviors with forecasted outcomes.



As a two-time Aviso AI customer over Clari and BoostUp, I strongly endorse their organization. Beyond their tech, which I believe to be the best in the business, they are a wonderful business partner.



Jeremy Smith
SVP, Revenue, LaunchDarkly



About Aviso

Aviso's AI has generated over 350 billion insights, analyzed \$400B in the pipeline, and helped customers win \$164B in deals across customers. By using Aviso, sales teams close 20% more deals with 98%+ accuracy and can reduce CRM cost burden by up to 30%. Aviso is backed by Storm Ventures, Scale Venture Partners, Shasta Ventures, and leading Silicon Valley and global technology investors.



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